

Contact: Dee Ann Adams
Maricopa County Tobacco Use Prevention Program
602-372-8444
FOR IMMEDIATE RELEASE
March 18, 2004

TOBACCO: THE MUSICAL TO PERFORM AT FOUR PHOENIX SCHOOLS

(Phoenix, AZ) The American Medical Association has many heroes helping lead the fight against the growing epidemic of youth tobacco use. Maricopa County Tobacco Use Prevention Program along with local internist, Sue Sisley, MD, is pleased to announce the latest performance of ***Tobacco: The Musical*** on Tuesday, March 23, at four schools in the Washington Elementary School District: **John Jacobs Elementary at 8 a.m., Maryland Elementary at 9:45 a.m., Cactus Wren Elementary at 1 p.m. and Alta Vista Elementary at 2:15 p.m.**

Through music, dance, drama, video and sheer youthful energy, ***Tobacco: The Musical*** takes an in-depth look at this mysterious plant that has captivated and decimated Western civilization for centuries. More than 40 young actors from the Valley, ages 7 to 19, sing and dance in this production that depicts the addictive properties of nicotine and graphically displays an array of medical consequences that Big Tobacco doesn't address in their high-dollar advertising campaigns.

Rather than simply preach, this musical uses the magical medium of Broadway to present an anti-tobacco message that reaches the hearts and minds of elementary and middle school kids. ***Tobacco: The Musical*** has been presented with the prestigious President's Point of Light Award, the Hon Kachina Award and numerous commendations from various government, arts and medical organizations. ***Tobacco: The Musical*** was also selected to represent the United States in the International Theatre Festival in Edinburgh, Scotland, and in Disney World.

Editor's Note: Interviews are available with cast members, Sue Sisley, M.D., the director, and Maricopa County Tobacco Use Prevention Program spokespersons.

###